

## El Paso Ward Schools Are Adequate

By JOHN H. REGAN.

[illegible]

THE above picture shows two of the city's ward schools—Alta Vista and Lamar. Below are shown some of the study and science rooms maintained in public school buildings.

of steel to Scott of banking will be back of us." But he came out—and he wired back that A. Schwartz, in the middle of his talk (Roberts' talk) made a motion to employ him as manager. Even then I didn't think he'd stay. It seemed unreasonable that a young man of his ability should go

There are no repairs to pay on brick, no sills to rot, no joints to open, no cracks to daub, no paint to fade, no springing, sagging or decay. Nothing to patch, mend, nail or fasten. Brick

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*El Paso,*

governing and the people of the people, all of the time.

As his friend, I didn't want Roberts to come to El Paso. I had seen too much come and go; and one of them had said to both of us in El Paso, "I don't want you here." El Paso is a city where no one is ever born; where no one ever cleans up and gets out. I didn't believe it—I knew that there was much more to it than that. But I realized it was inhibition, the turning in on itself which comes from isolation.

Roberts decided to make the try. He had a mighty miserable time for the first few days, but he was a friendliness outside of the usual

It would be a physical effort, and I set a couple of men to work on his activities during 1937. We haven't spent many thousands of dollars upon advertising or public relations, but we are going the limits of trade extension. The business in the main, sustain the manufacturing and the transportation and industrial development is our first obligation to them.

As for the rebate to the manufacturers and the jobbers the rebate of 5 per cent. Whether it is used or not, we are not interested. It will continue to advertise it; and eventually our jobbers will use the plan as do the jobbers of other cities. In St. Louis, for instance, who come into this territory

ship of the chamber of commerce.

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For the manufacturer we put on a show every year in El Paso. It shows ever held in the West; for the manufacturer we have carried on an advertising campaign for years; a program; for the manufacturer we have held dinners and banquets; for the manufacturer we have been bringing of new industries; protected the public against industries which are more than good; and proposition.

We have done everything that a chamber of commerce can do; we have done everything that a general matters of traffic, trade, and

(Continued on page 2, column 1.)

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WITH  
JACK

OR  
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walls will stay built. No open pockets in the walls for rats or mice or other vermin to make nesting places. No frozen pipes in the winter. Less bills from the plumber. No drafts around the doors and window frames. Brick is the only material that gives permanent artistic natural color in wide variety to the

outer walls of your home. Its small size makes it possible for infinite changes in form and pattern. Brick is the most artistic and the most dignified material known. Color schemes and patterns in bewildering numbers adorn the relics of every age, of every nation, of every art. With such a wide variety to pick from, the selection of brick for the outer walls for your dwell-

front, the selection of brick for the outer walls for your dwelling will be the most delightful, captivating consideration you will meet with in all your happy experience of designing a home. Brick is the most permanent building material in the world, proven so through centuries of time by every civilization known to man. Brick is on every hand and is thoroughly

understood by the builders of every community. Brick is the only material that has been through fire before you get it to such an extent that it will again resist fire. The fire-proofness of a building is measured by the amount of burnt clay used in its construction.

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The home builder should know the difference between a brick house and a frame house. It is not good business to dwell on the first cost of anything, for invariably a cheap article is an expensive one before you get through with it, wood is getting scarcer and is skimmed to the limit. In the building of frame dwellings it is harder to heat in the winter, less sanitary to live in and more expensive to keep in repairs and the "modern" frame houses are not over ten percent cheaper first cost than brick, the material that will last forever, the material that is fire proof, storm proof, sun proof, water proof, cold proof, and time proof, and is worth one hundred percent on the dollar. Materials that deteriorate the day the house is completed are too costly for the average builder.

There are no repairs to pay on brick, no sills to rot, no joints to open, no cracks to daub, no paint to fade, no springing, sagging or decay. Nothing to patch, mend, nail or fasten. Brick

walls will stay built. No open pockets in the walls for rats or mice or other vermin to make nesting places. No frozen pipes in the winter. Less bills from the plumber. No drafts around the doors and window frames. Brick is the only material that gives permanent artistic natural color in wide variety to the outer walls of your home. Its small size makes it possible for infinite changes in form and pattern. Brick is the most artistic and the most dignified material known. Color schemes and patterns in bewildering numbers adorn the relics of every age, of every nation, of every art. With such a wide variety to pick from, the selection of brick for the outer walls for your dwelling will be the most delightful, captivating consideration you will meet with in all your happy experience of designing a home. Brick is the most permanent building material in the world, proven so through centuries of time by every civilization known to man. Brick is on every hand and is thoroughly understood by the builders of every community. Brick is the only material that has been through fire before you get it to such an extent that it will again resist fire. The fire-proofness of a building is measured by the amount of burnt clay used in its construction.

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